

We claim:

1. A method of extracting specific content from a target webpage for display on a user web portal, the method comprising:

- a) displaying said target webpage;
- b) decoding a source code of said target webpage;
- c) dividing said target webpage into separate areas;
- d) determining which sections of said source code corresponds to each area;
- e) choosing a selected area of said target webpage containing said specific content;
- f) copying content data related to said specific content from said source code; and
- g) displaying said specific content on said user website using said content data.

2. A method as in claim 1 wherein step b) is accomplished by parsing said source code.

3. A method as in claim 1 wherein step d) is accomplished by searching said source code for specific keywords which delimit content fields.

4. A method as in claim 3 wherein said specific keywords delimit links to multimedia files.

5. A method as in claim 3 wherein said specific keywords delimit links to multimedia files.

6. A method as in claim 5 wherein said content data is a link pointing to at least one multimedia file.

7. A method as in claim 4 wherein said content data is text contained in said text fields.

8. An article of manufacture comprising computer readable media having encoded thereon computer readable and executable code comprising:

- a retrieval module for retrieving source webpage code from a server;
- a parsing module for parsing said webpage code into specific elements and element types;
- a user interface module for presenting to a user a webpage defined by said webpage code such that the user can choose specific areas which has content in said webpage for extraction;
- a decoding module for associating said specific areas with said specific elements; and
- a presentation module for presenting content contained in said specific areas to said user in a user page.

9. An article of manufacture as in claim 8 wherein said code includes a controller module which commands said retrieval module to retrieve webpage code at specific times.

10. An article of manufacture as in claim 8 wherein said code includes a cache module for caching said content contained in said specific areas.

11. A communications signal transmitted from a server, said signal having encoded thereon computer readable and executable code comprising:

- a retrieval module for retrieving source webpage code from a server;
- a parsing module for parsing said webpage code into specific elements and element types;
- a user interface module for presenting to a user a webpage defined by said webpage code such that the user can choose specific areas which has content in said webpage for extraction;
- a decoding module for associating said specific areas with said specific elements; and
- a presentation module for presenting content contained in said specific areas to said user in a user page.

12. A signal as in claim 11 wherein said code includes a controller module which commands said retrieval module to retrieve webpage code at specific times.

13. A signal as in claim 11 said code includes a cache module for caching said content contained in said specific areas.

14. A method of providing user selected content to a user in a user webpage, said method comprising:

- displaying a target webpage to a user;
- extracting content contained in at least one user selected area of said target webpage; and

